

## CODE-U Messaging for Use 10/11/2020 and Afterward

### Email to All Affiliates

### Why Your Ballot Matters, and How to Make it Count

Election 2020 is about health care and education, the right to organize and form unions, the right to negotiate for fair wages and benefits, and an economy that works for everyone. Election 2020 is about making working families' voices heard.

By now, all active registered New Jersey voters should have received their Election 2020 ballots in the mail. Vote-by-Mail ballots are safe, secure and secret. Even Trump votes by mail.

Here are key things to remember:

- Make sure you are registered by the Tuesday, Oct. 13, deadline!
- Fill in the dots completely on the ballot. Don't make any stray marks.
- Check both sides of your ballot. Public questions or candidates may be on the back.
- Put your ballot in the inner envelope and seal it.
- Sign your certification form the way you would sign the book at the polling place.
- DO NOT DETACH the certificate.
- Put the inner envelope in the outer envelope and mail it, put it in a [drop box](#), take it to your county [Board of Elections Office](#) or hand-deliver it to your [polling place](#) Nov. 3.

Your Future is at Stake! Register to Vote and then Know the Facts Before You Vote. Visit <https://njafclcio.org/> for more info.

Attached please find sample CODE-U messaging for the week of Oct. 11, 2020. We encourage you, under your signature and union banner, to broadly share, send, text, tweet and post on your union's social media pages through this planned and coordinated initiative. Please contact John Shea, COPE Director, at [cope@njafclcio.org](mailto:cope@njafclcio.org) or 609-989-8730 with any questions.

Working together, the voice of working families will be heard on Election Day!

In Unity,



Charles Wowkanech  
President



Laurel Brennan  
Secretary-Treasurer

## Text & Tweet message:

NJ AFL-CIO: Register to vote because your Vote-by-Mail ballot matters. Make sure it counts. Go to <https://njafclcio.org/> your Voter Resource.

## Draft Facebook & Website Post:

**Your Future is at Stake!**  
**Register to Vote!**  
Make Your Voice Heard!  
**Vote!**



Click here for Step-by-Step instructions and answers to frequently asked questions

**Text NJLabor to 235246**



**YOUR FUTURE IS AT STAKE!**  
**MAKE YOUR VOICE HEARD!**  
**REGISTER TO VOTE!**

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**VOTE-BY-MAIL HAS BEGUN IN NJ!**

**LABOR 2020**  
AFL-CIO

**TEXT NJLABOR TO 235246**



CAPTION: Register to vote because your Vote-by-Mail ballot matters. Make sure it counts. Go to <https://njafclcio.org/> your Voter Resource.

Image links to: <https://njafclcio.org/>

## **Blast email:**

### **Dear (first name):**

Know the Facts! Know What's at Stake in the 2020 Election!

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[Register to vote because your Vote-by-Mail ballot matters.](#) Make it Count!